

## ASSISTANCE IN DEVELOPING TOURIST DESTINATIONS BASED ON SUSTAINABLE TOURISM

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**Abstract** - Guwosari is located in Kapanewon Pajangan, Bantul, Yogyakarta Special Region. Guwosari Village in the north is bordered by Bangunjiwo village, Kapanewon Kasihan. Guwosari has many potential tourist destinations, be it cultural, historical, or natural tourism. However, tourism in Guwosari is still not much in demand and known by the general public. Therefore, improvement actions are needed so that the reputation of tourist destinations can be maintained and the elements around the tourist area can develop, one of which is by implementing Sustainable Tourism. The results of the research as assistance for the development of tourist destinations based on sustainable tourism in Guwosari are making ILO checksheets, tourist respondent data on tourism assessments and experiences, making SWOT analysis, making maps of Prince Diponegoro's Bregodo Trail, observing traces of classical civilization (Hindu) in Guwosari, and conducting Focus Group Discussions (FGD) with the village and stakeholders in Guwosari.

**Keywords:** Sustainable Tourism, Guwosari Village, Tourist Destinations

## 1. INTRODUCTION

The tourism sector is one of the leading sectors in Indonesia that has a major contribution to Indonesia's economic growth. Since 2013-2019 the contribution of tourism to the Indonesian economy has continued to increase. In 2019 the Gross Domestic Product (GDP) which is the contribution of the tourism sector amounted to 4.8%. This value is 0.30 points greater than the previous year. In addition, the tourism sector contributed USD 19.2 billion in foreign exchange, which was the largest foreign exchange contribution in the year.

During the pandemic, Indonesian tourism suffered a setback. But now Indonesian tourism is starting to experience rapid progress. According to data from the Badan Pusat Statistik (BPS), the number of foreign tourist visits (foreign tourists) to Indonesia through the main entrances in August 2022 reached 510.25 thousand visits, a significant increase of 28,727.46 percent compared to the conditions in August 2021. When compared to the previous month, the number of foreign tourist visits in August 2022 also increased by 6.98 percent. From January to August 2022, the number of foreign tourist visits to Indonesia through the main entrances reached 1.73 million visits, an increase of 2,028.65 percent compared to the number of foreign tourist visits in the same period in 2021. The growth of the tourism sector will affect the image of Indonesian tourism in the eyes of the world. It can spur economic revival, job creation, and tourism revival. Therefore, improvement actions are needed so that the reputation of tourist destinations can be maintained and the elements around the tourist area can develop, one of which is by implementing sustainable tourism.

Guwosari is located in Kapanewon Pajangan, Bantul, Yogyakarta Special Region. Guwosari in the north is bordered by Bangunjiwo, Kapanewon Kasihan. Guwosari has potential in the field of tourism. This is because topographically, more than the area of Guwosari sub-district is a hilly area. Thus making the landscape in the Guwosari area a potential tourist attraction. In addition, in Guwosari sub-district there are also historical relics from both the classical (Hindu-Buddhist) and colonial periods. The relics of the classical era that have not been explored by the community and village government have the potential to improve the tourism sector in Guwosari. Guwosari also has several national standard tourist villages that are still operating and present various rides and activities from local village culture.

The implementation of sustainable tourism in tourism areas includes four aspects, namely environmental aspects, economic aspects, cultural aspects, and management/organizational aspects. These four aspects have an important role in the tourist area because they determine comfort, safety, uniqueness/authenticity of tourism, economy, and information flow. If these four aspects can be applied well, then the tourist area can develop better. Conversely, if the application of the four aspects is not implemented properly, then the tourist area will not develop so that it will only become a forgotten or neglected area. With this, Guwosari as an object used as assistance in developing tourist destinations based on sustainable tourism.

## **2. METHOD**

All work programs implemented have gone through several stages, including interviews, observations, planning, and socialization.

### **A. Interviews**

In the process of determining the work program, we first conducted interviews with community leaders in Guwosari such as the Guwosari Secretary, tourism managers, and the residents concerned. We did this in order to get information about field conditions, discuss, and consult the plans that we had compiled in order to get maximum results.

### **B. Observation**

This method is used to collect data as a reference in preparing work programs. In addition, this method is used to analyze and identify the potential and problems that exist in Guwosari tourism, especially at Selarong Cave.

### **C. Planning Work Program**

After understanding the problems and conditions that exist at the location that we have obtained from the results of interviews and field observations, we can compile a work program that is expected to be able to help improve and overcome a problem that exists in Guwosari tourism, especially at Selarong Cave. The work program that we created basically focuses on efforts to develop tourist areas by applying Sustainable Tourism through the Participatory Ergonomic approach.

### **D. Socialization**

At this stage we explain and present the work program to village stakeholders such as Guwosari, tourism managers, and other stakeholders who are still related to the tourism area in the village.

## **3. RESULTS AND DISCUSSION**

Guwosari is located in Kapanewon Pajangan, Bantul, Yogyakarta Special Region. Guwosari is bordered in the north by Bangunjiwo Village, Kapanewon Kasihan. The south is bordered by Wijirejo Village, Kapanewon Pandak. The west is bordered by Sendangsari Village, Kapanewon Pajangan. Finally, the east is bordered by Bantul and Ringinharjo, Kapanewon Bantul. Guwosari also has many tourist attractions that can support all aspects of the Kalurahan in terms of economy, social and culture, and environment. This geographical location is also administratively advantageous and can also help in the Kalurahan economy, because it is not too far from the city center of Yogyakarta so that it can be easily visited by tourists.

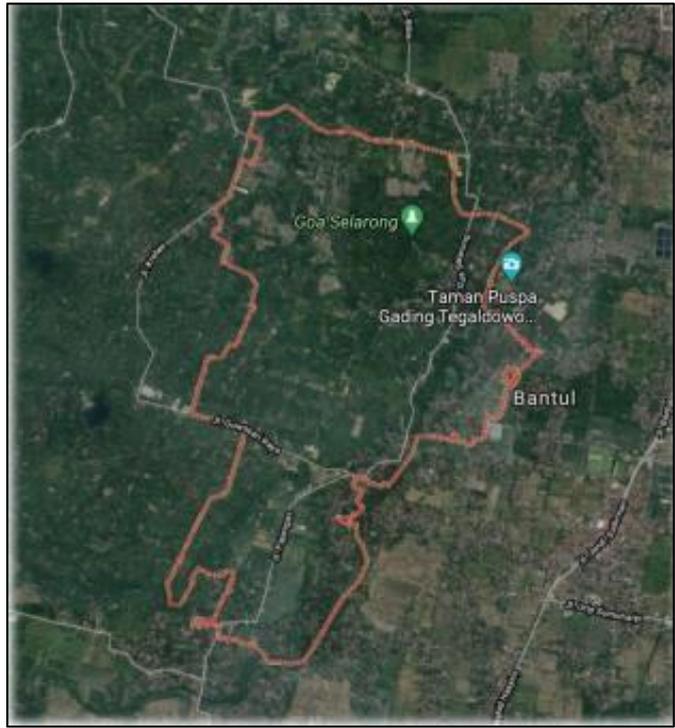


Figure 1. Map of Guvosari Village



Figure 2. Tourism Potential of Guvosari Village

Guwosari has potential in the tourism sector. This is because topographically, more than the area of Guwosari is a hilly area. Thus making the landscape in the Guwosari area a potential tourist attraction. In addition, in Guwosari there are also historical relics both during the classical period (Hindu-Buddhist) and the colonialism period. Classical era relics that have not been explored by the community and village government have the potential to improve the tourism sector in Guwosari. Guwosari also has several national standard tourist villages that are still operating and present various rides and activities from local village culture.

The following is a description of the implementation of the work program followed by the results obtained.

### A. Tourist Destination Observation

In this implementation, there are several stages for observation carried out by all members, including:

- 1) All members make direct observations by visiting tourist attractions in Guwosari to find out how the existing conditions at Selarong Cave,
- 2) All members communicate with existing organizations in Guwosari to carry out the improvement of Goa Selarong tourist attractions, and
- 3) All members know and understand how the improvements have been implemented.

### B. Fatigue Level Measurement

The activity of measuring fatigue level is a process to assess or to determine the extent to which a person feels tired or physically and mentally exhausted. The level of fatigue can vary from mild to severe, and can be influenced by various factors such as physical activity, stress, and health conditions. Fatigue Level Measurement is done in two ways, namely pulse rate and questionnaire filling.

Measurement of the pulse rate to find out how much time in 10 beats the respondent's pulse. Measurements were taken twice, namely before rest and after rest (Resting Pulse and Working Pulse). The results of the time for 10 beats are entered into the formula so that the respondent's pulse rate is known. From the results of DNK and DNI, the next step is to determine CVL (Cardiovascular) and then the results of the CVL are entered in the classification table so that it can determine the fatigue felt by the respondent.

**Table 1.** Classification Table for Fatigue

Nama	Iswanto	Muti	Rama	Tri	Hafiz	Yanke	Ibnu	Iqbaal	Diah	Azi
Jenis Kelamin	L	P	L	P	L	L	L	L	P	L
Usia	67	63	15	49	15	45	20	21	20	21
DNK	5,28	6,5	4,97	7,68	5,27	6,22	4,79	9,07	4,26	5,75
DNI	7,05	9,2	7,32	8,89	6,07	7,04	5,13	9,78	6,23	6,05
%CVL	59,57%	37,74%	37,74%	31,51%	14,13%	16,11%	11,20%	3,49%	53,21%	5,14%
Keterangan	Diperlukan perbaikan	Diperlukan perbaikan	Diperlukan perbaikan	Tidak terjadi kelelahan	Diperlukan perbaikan	Tidak terjadi kelelahan				

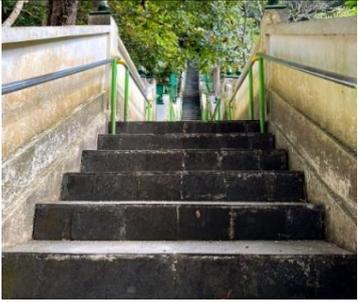
Next is the implementation of filling out the questionnaire which is carried out after taking the respondent's pulse. Researchers asked a list of questions that had been made before. From each question asked, there are 5 categories of strongly disagree, disagree, agree, somewhat agree, strongly agree.

### C. International Labor Organization (ILO) Analysis Check Sheet

In the process of implementing the ILO checksheet analysis, each member conducts an analysis in tourist destinations according to the division of monitoring items. Each member makes observations and measurements as needed on the ILO checksheet. After observation and measurement, the data obtained is written on the ILO checksheet. In the ILO checksheet, each item is given a score based on the observations and measurements that have been made. The score value given is 0-2. A score of 0 (zero) means major changes need to be made, a score of 1 (one) means changes are needed and a score of 2 (two) means satisfactory. In addition to giving scores, each member also describes the results of observations and conducts a comparative analysis between existing conditions in tourist destinations and the standards used and includes documentation for each item on the ILO checksheet.

**Table 2.** ILO Results

Monitoring Item	Score (0 to 2)	Observation or Changes	Picture
<b>Building</b>			
Pedestrian roads	2	Based on PERMENPAR NO 3 of 2018, the basic principle provisions for pedestrian roads are appropriate where the conditions can make visitors comfortable. Then for the size of the road width has met the minimum of 1.5 m and there the width of the road is 2 m. In addition, based on PERMENPAR NO 3 of 2018, every distance of 300-400 m there is a rest area, there are seats available every 100 m.	
Roads within the parking area	1	The condition of the parking lot is clean and maintained in accordance with PERMENPAR NO 3 of 2018, but for mobility access parking has various problems, such as the available lanes are still traversed by pedestrians, motorbikes, and cars simultaneously access in and out and also.	

Monitoring Item	Score (0 to 2)	Observation or Changes	Picture
The Stairs	2	The condition of the stairs in Goa Slarong is in accordance with the provisions of PERMENPAR NO 3 of 2018. The stairs already have a handrail with a height of 1 m according to the provisions, which is at least 86 cm. For the width of the stairs, which is 1.43 m. The height of the stairs is 20 cm according to the provisions, which is at least 10 cm.	
The trash can	2	The condition of the trash can in Goa Slarong is in accordance with the provisions of PERMENPAR 2018 NO 3 of 2018, namely closed bins and available for types of recycled inorganic, reusable inorganic and organic and scattered at several points.	

In addition, Physical Environment Analysis is conducted to analyze exposure to temperature, humidity, lighting and noise levels in tourist destinations. Before the analysis is carried out, it is necessary to measure each item. Physical environment measurements are carried out using a multi-function environment meter. Measurements are made at several points to get more optimal results. Data from the measurement results are calculated using a comparative analysis of the standards used. The standards used are Holiday Climate Index (HCI) and Temperature Humidity Index (THI).

**Table 3.** Physical Environment Analysis Results

Monitoring Item	Score (0 to 2)	Observation or Changes	Picture
<b>Physical Enviroment</b>			
Paparan suhu	2	In an open area in Goa Selarong, temperature measurements were made and a temperature value of 30.20C was obtained. Then, a standard calculation was carried out in tourist areas using the Holiday Climate Index (HCI) standard and a score of 86 was obtained. The score falls into the very good category.	

Monitoring Item	Score (0 to 2)	Observation or Changes	Picture
1		<p>In the 1st pavilion in Goa Selarong, temperature measurements were made and a temperature value of 31.20C was obtained. Then, a standard calculation was carried out in tourist areas using the Holiday Climate Index (HCI) standard and obtained a score of 135.76. The score exceeds the category in HCI. Then, judging from the THI standard, a score of 25.08 was obtained which was included in the category of quite comfortable.</p>	
		<p>In the 2nd pavilion in Goa Selarong, temperature measurements were made and a temperature value of 30.20C was obtained. Then, a standard calculation was carried out in tourist areas using the Holiday Climate Index (HCI) standard and a score of 86 was obtained. The score falls into the very good category.</p>	
1		<p>In the area near the waterfall in Goa Selarong, temperature measurements were made and a temperature value of 31.30C was obtained. Then, a standard calculation was carried out in tourist areas using the Holiday Climate Index (HCI) standard and a score of 135,772 was obtained. The score exceeds the category in HCI. Then, judging</p>	

Monitoring Item	Score (0 to 2)	Observation or Changes	Picture
		from the THI standard, a score of 25,183 was obtained which was included in the category of quite comfortable.	

#### **D. Strength, Weakness, Opportunity and Threat (SWOT) Analysis of Tourism Destinations**

Guwosari SWOT making has been carried out surveys on Goa Selarong tourist attractions resulting in strenght by having a historical background of hiding Pengeran Diponegoro, having a source of support from many outside parties such as government and universities. Weaknes (weaknesses) bring up the value of weaknesses that exist in Goa Selarong with inadequate human resources and not well organized, the layout in place is not ergonomic. Opportunity covers several tombs that can be used as a religious tour, around tourism there is also the potential for community businesses such as keris craftsmen, fans, belangkon etc. and there are Threats such as the possibility of investors buying or claiming tourism rights, the location is located in a hilly area so that it has the potential for landslides and is prone to earthquakes and there are community concerns about the management rights of Selarong cave which is currently held by the tourism office.

#### **E. Examination of Hindu Civilization Relics in the Region**

The first exploration of the relics of Hindu civilization in Guwosari was at Selarong Cave. Selarong Cave has 5 yoni without phallus made of andesite stone. The five yoni at the Selarong Cave location already have inventory numbers from the Bantul Regency Cultural Heritage Expert Team, namely C.93, C.93a, C.94, C.95 and C.96. The condition of the five yoni in Selarong Cave does not appear to be intact, the spouts on the yoni there have been broken and there are even 3 yoni there that are upside down. This is probably done as a form of ex-situ conservation of cultural heritage sites, which is conservation carried out at the location of the findings in the condition in which they were found. In addition, it may be because there is a report from the Resident of Yogyakarta, A.H. Smissaert in 1823 which states that in front of Selarong cave Prince Diponegoro placed two yoni that had been turned upside down. The upside-down yoni according to Brumund J.F.G's report quoted by Peter Carey, tells that Pangeran Diponegoro collected yoni and Hindu statues for a place to cross his legs and pray facing Mecca.

The second search was located in Watugedug Hamlet, about 200 meters southwest of Selarong Cave with Pak Pairan as the location guide. On the way to the location, we also passed two springs, namely Manik Melati and Sendang Modang, but because the visit was made during the dry season, the water discharge was small. According to Mr. Pairan, there are five springs in the area, namely Umbul

Moyo, which has now been buried by landslides, Sendang Manik Moyo, Manik Melati, Sendang Pitu and Tuk Umbul Modang. The five springs were once used by Diponegoro's troops as a water source while in the Selarong area. The location around the umbul is still used by the community for ethnic cultural practices because there are several offerings.

In the second location, there are 2 Yoni and a stone monolith made of andesite. The location of these objects is in the middle of the forest on the slopes of the mountains. The surrounding community believes that the Yoni at the location is an umpak (stone pedestal for supporting poles) from a building relic that is said to be a former mosque used by Prince Diponegoro in the past and for the monolith stone is a stone for the direction of the Qibla. But based on the existing physical characteristics, it states that the two stones are not umpak, but a yoni because they have a cerak that is still visible and the ratio between the size of the hole and the size of the stone object is relatively large. As for the stone monolith that has dimensions of about 1 meter in length and about 0.5 meters in width and height with a trim decoration on the foot and floral relief decoration in the form of ceplok flowers on all three sides. The stone monolith object has an inventory number, C.93d. In addition to 2 yoni and 1 stone monolith, around the location there are still andesite stones buried in the ground because at that location there had been a landslide case, one of which buried the Sendang Moyo spring.

Based on information obtained from Mr. Pairan, a statue was once found in the Guwosari area. After searching for the statue, we found out that it was in Pleret Antiquities Museum. The statue found in Guwosari on February 8, 2002 and kept in Pleret Antiquities Museum is the Resi Agastya statue given inventory number BG 1815. According to information obtained from the museum, Resi Agastya in the Hindu pantheon symbolizes the figure of Lord Shiva as Mahaguru whose role is to teach dharma in the world.

The existence of evidence of relics of Hindu civilization, natural landscapes in the form of mountains, caves and waterfalls, as well as adequate natural resource facilities around the location such as the existence of petirtaan (springs) and rivers can indicate the possibility that the location was once a place of activity for worship of God during the classical period of Hinduism on the island of Java. The Cultural Heritage Expert Team of Bantul Regency has also issued a recommendation paper on the objects of historical heritage in Guwosari as Cultural Heritage Objects of Regency Rank.

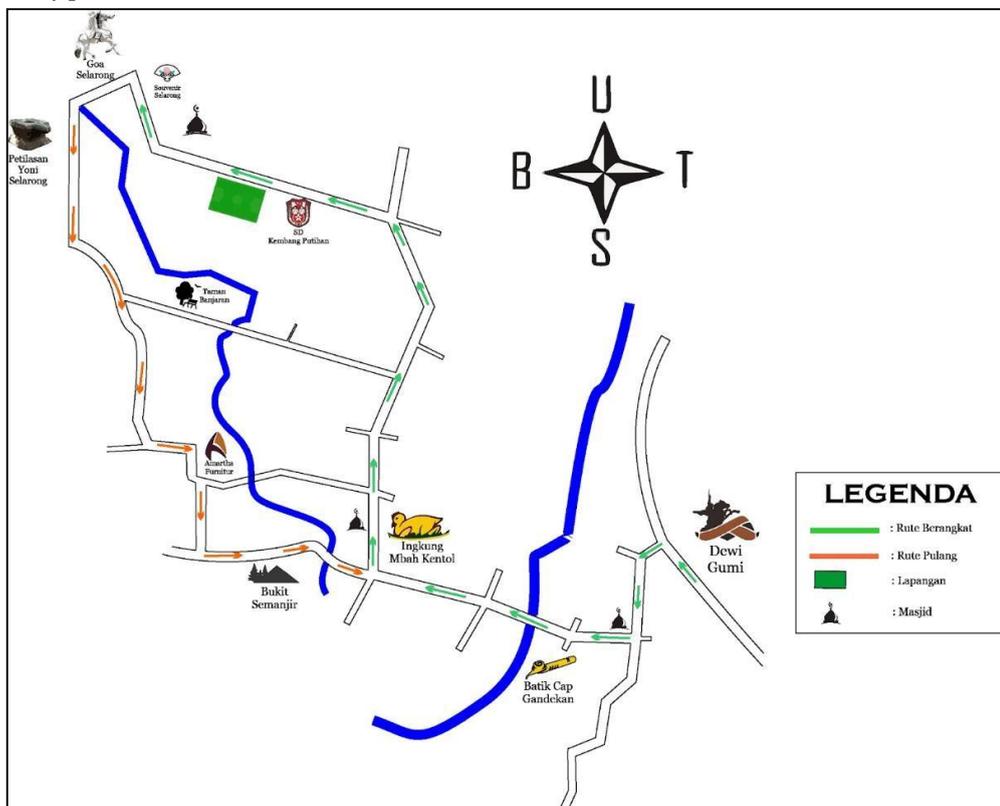
#### **F. Proposed Development of Diponegoro Bregodo Culture and Trails**

The Bregodo Diponegoro trail activity aims to introduce and provide experience to tourist visitors about the strategy and actions of Prince Diponegoro in fighting the invaders while in the Selarong area. The design of the Bregodo Diponegoro trail has a route of Mijil Mount – Selarong Cave – Banjaran – Semanjir Hill –Mijil Mount with a distance of about 4 km. The choice Mijil Mount location in Pedukuhan Gandekan as the first destination refers to the historical aspect where

the place was used as a place to monitor the movement of Dutch troops, which would then be conveyed through smoke signals to be seen from Semanjir Hill and then conveyed to Selarong Cave.

The second destination is Selarong Cave in Kembang Putih hamlet, which is the center of Guwosari's tourism sector. Selarong Cave also has a strong historical background as it was the place where Prince Diponegoro set tactics during the early period of the Java War. The third destination is Banjaran in Watu Gedug hamlet which is now a tourist park. Based on the interview, it is believed that the Banjaran area was once a battlefield between Prince Diponegoro's troops and the Dutch troops and their allies. This is proven by the discovery of bones the size of a European's body. The fourth destination is Semanjir Hill in Watu Gedug hamlet which was also used as a place to monitor the movement of Dutch troops. Finally, according to the travel route, Mount Mijil is back.

The design of the trail route has been adjusted according to the direction of Mr. Arif Suharson, S.Sn., M.Sn. as the Head of the Tourism Awareness Group of Mijil Mount Tourism Village (Pokdarwis Dewi Gumi). The route package includes consumption, while Dewi Gumi also provides costume rental of Bregodo Diponegoro soldiers and make-up for the trail activities that will be provided at Mijil Mount. The trail package requires a minimum of 30 participants and a maximum of 50 people at a cost of IDR 100,000/person without costumes and IDR 150,000/person with costumes.



**Figure 3.** Bregondo Diponegoro Trail Route Design

#### 4. CONCLUSION

Guwosari has many potential tourist destinations, be it cultural, historical, or natural tourism. Even so, tourism in Guwosari is still not much in demand and known by the general public. Therefore, research activities were made to assist the development of tourist destinations based on sustainable tourism in Guwosari. The results of the activities we carried out are as follows.

1. Creation of an ILO checklist to evaluate the environmental conditions and facilities at Selarong Cave based on the Holiday Climate Index (HCI) standard and PERMENPAR No. 3 in 2018.
2. Tourist respondent data on tourist assessment and experience in Selarong Cave.
3. Making SWOT analysis for Selarong cave tourist attraction.
4. Making a map of Prince Diponegoro's Bregodo Trails.
5. Observation of traces of classical (Hindu) civilization in Guwosari.
6. Implementation of Focus Group Discussion (FGD) with the village and stakeholders in Guwosari.

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